

Message Text

UNCLASSIFIED

PAGE 01 SAN SA 00530 082320Z

11

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

----- 109283

R 082248Z FEB 74

FM AMEMBASSY SAN SALVADOR

TO USDOC WASHDC

INFO SECSTATE WASHDC 4692

USIA WASHDC

UNCLAS SAN SALVADOR 0530

E.O. 11652 - N/A

TAGS: BEXP, AFSB, ES

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - EL SALVADOR

USIA FOR ILI - JOHN CORR

REF: STATE 023646

1. OBJECTIVE ONE - THE EMBASSY APPRECIATES WASHINGTON'S COMMENTS AND INFORMATION.

2. OBJECTIVE TWO - ACTION ONE: EMBASSY PROPOSAL FOR US PARTICIPATION IN SIXTH INTERNATIONAL FAIR: A CIRCULAR USIS-EXHIBIT OF NOT MORE THAN ONE HUNDRED SQUARE METERS CONTAINING A MINI-TOP OPERATION CONSISTING OF A MOCK BANK OF COMPUTERS, A TELETYPE MACHINE SPEWING OUT BUSINESS OPPORTUNITY FORMS, AN OFFICER TAKING ORDEVS, A WRITTEN (SPANISH) AND PHOTOGRAPHIC DISPLAY OF HOW TOP OPERATES AND A BACKGROUND OF US TOURIST INTEREST PHOTOGRAPHS. KINDS AND AMOUNTS OF RESOURCES: USIS TO PROVIDE AN OPERATOR TO HANDLE THE TELETYPE AND STATE AN OFFICER AND/OR AN FSL TO TAKE ORDERS, BOTH ON A PERMANENT BASIS THROUGHOUT THE FAIR'S 13 WEEK DURATION.

USIS IS PREPARED TO SPEND \$500 TO HELP BUILD THE EXHIBIT AND THE EMBASSY ALL OR PART OF THE EXTRA \$900 ALLOTTED FOR MARKET RESEARCH THROUGH 6/30/74.

THE EMBASSY HAS REQUESTED FREE SPACE FROM THE FAIR AUTHORITIES
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SAN SA 00530 082320Z

FOR THIS EXHIBIT AND IS AWAITING A REPLY. IN THE MEANTIME,

THE AMERICAN CHAMBER OF COMMERCE HAS AGREED TO CANVASS ITS MEMBERSHIP TO SUPPORT A CHAMBER BUSINESS-LOUNGE AT TYPE 100 SQUARE METERS EXHIBIT TO PUBLICIZE AMERICAN PRIVATE ENTERPRISES'S CONTRIBUTION TO SOCIAL DEVELOPMENT IN EL SALVADOR. THE EMBASSY FEELS THAT THIS IS AN APPROPRIATE ALTERNATIVE TO THE POSSIBLE ABSENCE OF AN OFFICIAL US PRESENCE.

3. OBJECTIVE THREE: ACTIONS ONE AND TWO: THE EMBASSY PROPOSES CANCELLATION OF ITS ANNUAL "TRADE OUTLOOK REPORT" (CERP 0006) AND RELIANCE ON ITS ANNUAL "ECONOMIC TRENDS" (CERP 0004) WITH MORE EMPHASIS ON THE "IMPLICATION FOR US BUSINESS" CHAPTER IN THE LATTER ON TRADE PROMOTION SPECIFICS. THE EMBASSY'S SECOND ECONOMIC OFFICER WILL NOW DEVOTE HALF HIS TIME SPECIFICALLY TO COMMERCIAL WORK AND WILL IMMEDIATELY ASSUME RESPONSIBILITY FOR MARKET RESEARCH ON (F) AND (G) OF OBJECTIVE ONE. THE COMMERCIAL ATTACHE AND THE COMMERCIAL SPECIALIST WILL REDUCE THEIR IN-OFFICE VISITOR TIME TO FOUR HOURS DAILY AND INCREASE THEIR OUT OF OFFICE ACTIVITIES TO AT LEAST TWO TO THREE HOURS DAILY.

4. THE EMBASSY WILL CONTINUE TO IMPROVE ITS COMMERCIAL LIBRARY, ITS CONTRIBUTION TO DEVELOPING LOCAL ATTENDANCE AT THE MEXICO TRADE CENTER, ITS TOP PROGRAM, ITS "EARLY WARNING" ACTIVITY. FYI: IN THIS LATTER REGARD, THE MISSION COUNTRY TEAM REPORTS ON COMMERCIAL OPPORTUNITIES EACH WEEK AND HAS BEEN DOING THIS FOR OVER ONE YEAR. END FYI.
SCOTT

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SANSAA00530
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SAN SALVADOR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740245/aaaabqez.tel
Line Count: 87
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 023646
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 28 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28 FEB 2002 by bryansd0>; APPROVED <29 NOV 2002 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - EL SALVADOR USIA FOR ILI - JOHN CORR
TAGS: BEXP, AFSP, ES
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005